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People positioning and navigation

Where to go?

The topics of people positioning and navigation are an integral part of our everyday lives. Be it the navigation system on your cell phone or in your car or sharing your location on your smartphone to let others know where you are. This navigation is usually carried out using the Global Positioning System (GPS), a technology that works quite well outdoors, with a certain degree of inaccuracy.

However, as soon as you are inside buildings such as train stations, office towers or factory halls, in tunnels or near large buildings, the signal is lost very quickly and neither localization nor navigation works reliably.

TracE is on the mission to make precise indoor and outdoor positioning possible and accessible via user-friendly visualization. Tailor-made technology packages consisting of the latest hardware and software are used depending on the application to match the individual challenges of required accuracy and external influences, such as installed materials or weather conditions.

One of the basic prerequisites, in addition to the technical solutions, is always the voluntary nature of the respective user – no one is located against their will or can be located against their will. Based on this premise, people positioning and navigation at Deutsche Bahn offers many use cases for employees and passengers with the aim of improving the comfort of travelers and increasing the safety and efficiency of colleagues.

Tailor-made technology solutions support, for example, bottleneck management, route time optimization or seat-specific passenger navigation.

Benefits

- Positioning & navigation for people
- Security for personnel – automatic and manual geolocalized alarms
- Contextualization of information
- Anonymized use of people flow analyses
- Barrier-free navigation
- Planning of personnel and work assignments

Contact